

Continued Prosperity for 1913--50,000 Population for 1920

Ogden is a growing city, is proud of many industries, and offers large inducements to the Homeseeker and Investor—Boost for Ogden, it means permanent prosperity.

WEALTH OF UTAH AS DISCLOSED IN STATISTICS OF RESOURCES

MANY THINGS IN WHICH UTAH LEADS AND ON WHICH GREAT INDUSTRIES ARE TO BE BUILT—PRODUCTION OF MINERALS IS A LARGE ITEM, BUT AGRICULTURE IS AT THE TOP—HYDRO-CARBON FIELDS UNEQUALED—SALT FOR THE WORLD—GOLD, SILVER AND COPPER—GRAINS, HAY, FRUITS AND SUGAR BEETS—A STATE OF VAST POSSIBILITIES.

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Ogden, Utah

The Housewife's Friend

Riverdale High-Patent Flour

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OGDEN MILLING & ELEVATOR CO.

Ogden, Utah.

Utah has more than twenty thousand farms, comprising 3,397,699 acres, having a total value of over \$150,000,000.

Farm products in 1912 amounted to \$30,000,000.

The value of the wool clip in 1911 was over \$2,000,000.

The best sugar industry increased five-fold from 1900 to 1910, when the output was 78,542,800 pounds.

The annual hay crop is nearly 1,000,000 tons.

The potato yield in 1911 was over 2,000,000 bushels.

Upwards of 6,000,000 bushels of wheat, 2,000,000 bushels of oats, 500,000 bushels of barley, and 400,000 bushels of corn are produced annually in Utah.

The value of live stock in 1912 was \$36,000,000; the product was \$22,000,000.

The value of the mineral output in 1910 was \$44,000,000.

Manufactures yield \$55,000,000 annually, exclusive of smelter products and cost of raw material.

The following figures as vividly tell the story of Utah's unused natural wealth:

The state has 30,000,000 acres of unappropriated and unreserved land, a large part of which could be profitably tilled.

It has 194,458,000 tons of coal, and 500,000 brake horse power, only one-tenth of which is at present utilized.

There are 600,000,000 tons of iron ore in Utah.

There is merchantable timber to the extent of eight to ten billion board feet of timber, and more than ten million cords of cedar, piñon pine, and aspen, seven million cords of the latter fit for the manufacture of paper pulp.

There are hydro-carbons of unknown extent, natural asphalt, ozokerite, elaterite, and many rare minerals.

The value of the gilsonite deposits alone is estimated at \$7,000,000 and the salt deposits of the Great American desert appear sufficient to give it a very important place among the resources of Utah.

There is building stone in abundance—sandstone, limestone, marble, onyx, slate; there are brick and fire

and potter's clays of excellent quality; plaster, silica and alum.

The enumeration of all of Utah's resources would be as long as Homer's catalogue of the ships. And that was an epic.

And nature has been quite as generous with her attractions:

Unrivaled climate, pure air, cool mountain resorts, fine fishing, mineral springs, the Great Salt Lake, a wonderful flora, wild song birds in great variety, big game, infinite variety of landscape, mountains, valley, plateau, forest, lake, river and desert.

Prehistoric remains, unique geological formations, rare gems and minerals, natural bridges and other scenic wonders.

Add now the works of a prosperous American commonwealth.

Good roads, big railway systems, great farming and grazing enterprises, mammoth mining enterprises, river and lake transportation, extensive manufactures.

Beautiful and unique churches and public buildings, numerous active social organizations, splendid schools.

Result: A happy, prosperous and hospitable people.

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Made by the

Ogden Portland Cement Co.

Ogden, Utah.



The Ogden Health Drink. "Better by test than all the rest." Order from your Ogden Dealer.

Becker Brewing & Malting Co.

IT'S HERE

HOW NATURE PROTECTS

Did it ever occur to you to wonder why, as between animals of much the same general form and size—say, as between the zebra, the horse, and the mule—there should exist such marked differences, and differences which are perpetuated, generation after generation?

The problem, which puzzled the early scientists has come, within the last few decades, to be quite well understood. The answer is that these changes are all part and parcel of nature's great scheme for the protection of her children, the promotion of their comfort and, in the case of the wild creatures, for enabling them to avoid their enemies and to gain a livelihood.

For example: There formerly roamed the African deserts a little creature much like the giraffe, but with just a normal neck. Here and there he wandered over the desert, feeding on the succulent leaves of the palms that were within easy reach.

One year a blight fell on the palm trees; they withered and the leaves died and dropped off, beginning with the lowest and gradually running up to the top. Along with their passing went the food of the short-necked giraffes. By and by there were only the top leaves left to eat. The smaller animals could not reach these and so perished for want of food. Only those giraffes whose necks were long enough to reach the leaves high up survived.

Now as provision for just this thing it is one of nature's inflexible laws that not only does like reproduce like, but individual characteristics are accentuated. Here were only the extra long-necked giraffes left to interbreed. Naturally, only this sort would appear among the young, and so the new breed appeared with necks longer than any giraffe had known before. Throughout nature one finds, therefore, this gradual adaptation to locality and conditions.

Every year on the coasts of Labrador and Newfoundland, thousands of near-seal are slaughtered for their

hide, which is a substitute for shoe-leather. The baby seal or "pups" as they are called, are snow-white with a mottling that is grayish.

Were these baby seals the dull brown or black of the adults and carrying here and there on the ice fields, don't you see, they would stand out in relief. Bears and other foes would see them, make for them and devour them. But against the white ice the white seal pup is almost invisible even at a very close distance.

By and by, though, the ice on which these babies are born has broken loose and, caught in the currents, is drifting southward. It meets the Gulf stream and melts. The baby seal must then put to sea. If there, it were a snowy white object such as it was before—to be seen swimming the deep blue waters, its foes would spy it at once and devour it forthwith. But by the time the ice has come so far south as the Gulf stream the baby's coat has turned to brown and he's safe.

How does this happen? Here is the probable explanation. Once on a time, in a herd of seal, some few were a bit lighter colored than others. Now in the course of time, the seals fell afoot of their foes. The bear, let us suppose, saw the darker-skinned babies and destroyed them, but the lighter had the more chance to escape. So the lighter, only, were left to interbreed, and this seeming "fault" of a white skin at birth became accentuated, perpetuated.

The American buffalo is a notable specimen. See how that great broad forehead is built to withstand the gale that sweeps the prairies. See the shaggy growth just over the eyes, to protect, as he lowers the head, from the sand and dust that drive over the plain. Verily, Mother Nature equipped this child to withstand anything save the man-made bullet.

Look at the zebra, and in his mottled coat you see the shadows cast by palm fronds on the sands of his native desert. Set in the edge of the palms the baby and mother are hard

to tell from the wavering background of shrubbery. And so nature protects.

Throughout the animal kingdom these adaptations stare one in the face, so to speak. The wonderful coat of the deer, white in winter, making him almost invisible against the snow; the horns, in form and color like the branches of trees—what better cloak could conceal him from unfriendly eyes?

Descend to humbler forms and on our trees you will find, if you look sharp, the walking stick, a wee bit of an insect that, for all the world, resembles a few twigs thrown together. On the bark, too, there may rest a butterfly or a night-moth, with wings so nearly the color of the wood that only when it proceeds to stir does one recognize it as a thing apart.

In his "Childhood of Animals" P. Chalmers Mitchell says, "There is no quality more generally useful to an animal than that of being inconspicuous. The living world is a very serious game of hide-and-seek, in which nearly every adult animal and those young ones that are not hidden or protected by their parent must join. The penalties are severe; those that are caught are eaten, and those that fail to catch starve. Animals may hunt their prey by scent, but there nearly always comes a critical final moment, when they must be able to see the object on which they are to pounce. Animals may escape by swiftness, but it is extremely useful if they are so invisible that their enemy cannot easily follow them by sight, and still more useful if when they are hard pressed, or when they have reached a favorable spot, they can suddenly fade into the background and become invisible."

Throughout the world this adaptation has led to like seeking like. It's a wonderful system and one full of interest. Keep an eye out for it in the next wild things you see or seek. You will learn lessons you could never get otherwise, be assured.

Mail Orders Filled

A complete mail order department is maintained at this store. A number of clerks give their entire time to shopping for those who send their orders here by mail.

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